

# DATINGMATTERS®

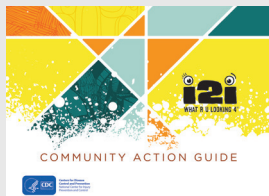
STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

## I2i: WHAT R U LOOKING 4? YOUTH COMMUNICATIONS PROGRAM

The Dating Matters youth communications program, i2i: What R U Looking 4?, consists of a youth-focused communication campaign that trains high school students as “brand ambassadors” and utilizes social media and local events to reinforce messages from the Dating Matters school-based youth programs. i2i was developed based on formative research and focus group testing with youth to deliver authentic messages to 11-14 year olds. Below are the how-to guides and program materials you will need to bring i2i to youth in your community, along with information on how to access or order each component.

## HOW-TO GUIDES AND CORE MATERIALS

### i2i Community Action Guide



Planning guide for the local health department or community organization in charge of implementing Dating Matters or i2i. It includes assessing capacity for each part of the i2i program, and outlines a plan for how to start and maintain i2i in a community.

[Download PDF](#)

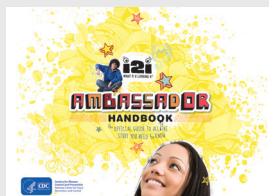
### i2i Program Facilitator Guide



Planning guide for the i2i Program Facilitator who oversees implementation of the Brand Ambassador program, events, and social and digital media. It includes guidance for planning the ambassador trainings and events.

[Download PDF](#)

### Brand Ambassador Handbook

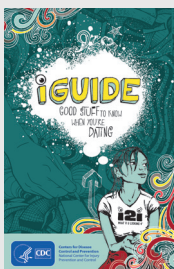


Handbook for Brand Ambassadors, the 15-18 year old “near peers” who represent i2i. It serves as a guide for their training, planning events, and engaging with youth through the social and digital media components. You will need 1 per Brand Ambassador.

Available to order from [CDC](#)

In top left under “Program” click Dating Matters

### Student iGuide



Educational activity book to distribute to middle school students attending i2i events; contains core messages about healthy relationships in an engaging, fun, youth-relevant product with space for taking notes during events. You will need 1 per youth attendee at each event.

Available to order from [CDC](#)

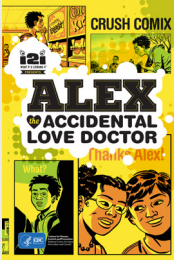
“In top left under “Program” select Dating Matters

# DATINGMATTERS®

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

## MARKETING AND ENGAGEMENT MATERIALS

### Comic Book



Full-color comic book featuring the character Alex, who finds himself having conversations with friends about healthy and unhealthy relationships; to be distributed to youth at i2i events to engage youth with core i2i messages; interactive exercises reinforce the messages about the importance of respectful, healthy relationships. You will need 1 per youth attendee at each event.

Available to order from [CDC](#)

In top left under “Program” select Dating Matters

### Fortune Teller



This engagement item is designed to promote i2i and reinforce healthy relationship messages. One per youth attendee at each event is recommended but not required.

Available to order from [CDC](#)

In top left under “Program” select Dating Matters

### Hello/You Posters



i2i branded posters to hang in schools and around the community to promote i2i messages about healthy relationships.

Available to order from [CDC](#)

In top left under “Program” select Dating Matters

# DATINGMATTERS®

STRATEGIES TO PROMOTE HEALTHY TEEN RELATIONSHIPS

## EVENT TOOLKIT

This toolkit contains all of the materials you need to get started hosting i2i events in your community. These materials were designed to appeal to and engage youth at the in-person events. However, the materials are optional if your budget does not allow for the professional printing necessary to produce these products as designed.

### Palm Card



Conversation starter and promotional item for i2i events that re-inforce what it means to “be i2i” (i.e., engaged in healthy relationship behaviors). You will need 1 per youth attendee at each event.

[Team Up! for Dating Matters](#)

### Event Backdrop



A large paper photo backdrop to be placed at the entrance or on a wall at the event for attendees to take photo in front of. The style is modeled after a red carpet with the event name and logos repeated behind the individuals in the photo. This item is re-usable.

[Team Up! for Dating Matters](#)

### Event Banner



Banner for use at i2i events. This item is re-usable.

[Team Up! for Dating Matters](#)

### Movie Event Game Card



Printable card meant to spark conversation at i2i movie events. Its messaging reinforces what it means to “be i2i”. One per attendee at movie events is recommended.

[Team Up! for Dating Matters](#)

## EVENT TOOLKIT CONTINUED

### Movie Poster



i2i branded movie event poster to mark the location and promote i2i movie events. You may want several per movie event.

[Team Up! for Dating Matters](#)

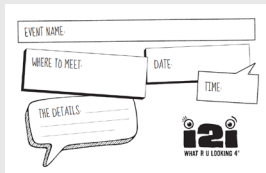
### Movie Ticket



i2i branded printable movie event ticket that can be given to attendees as an invitation or used to decorate a venue.

[Team Up! for Dating Matters](#)

### Event Promo Poster Template



i2i branded posters to put up in schools and around the community to promote i2i events. The templates can be filled in with the event's details by hand. Several per event each year is recommended.

[Team Up! for Dating Matters](#)

### Textbook Cover



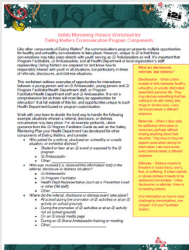
This engagement item is designed to promote i2i and reinforce healthy relationship messages. Brand Ambassadors can distribute them to youth at events and in the community.

[Team Up! for Dating Matters](#)

## I2I PROGRAM FACILITATOR TOOLKIT

This toolkit contains supporting materials for i2i Program Facilitators to help them plan for the Brand Ambassador program and promote i2i to stakeholders

### Brand Ambassador Program Planning



Example documents for consideration when i2i Program Facilitators start preparing for implementation. It includes:

- Brand Ambassador application
- Parental consent form
- Brand Ambassador participation form
- Safety Protocol worksheet

[Team Up! for Dating Matters](#)

### i2i Branded PowerPoint Presentation templates



Templates can be used for Brand Ambassadors trainings and presentations to community partners about the i2i program; also includes a template for movie events

[Team Up! for Dating Matters](#)

### i2i Factsheet for Parents



Fact sheet available for parents of ambassadors or program participants. It provides a brief overview of unhealthy relationship behaviors, goals of program, and components of the program.

[Team Up! for Dating Matters](#)

## I2I PROGRAM FACILITATOR TOOLKIT CONTINUED

### i2i Factsheet for Youth



Fact sheet available for Brand Ambassadors or program participants. It provides a brief overview of teen dating violence, goals of program, and components of the program.

[Team Up! for Dating Matters](#)

### i2i Poster templates



I2i branded posters to put up in schools and around the community to promote the i2i Youth Communications Program. Templates can be personalized with information specific to the community's messages or activities. Several per each year is recommended.

[Team Up! for Dating Matters](#)

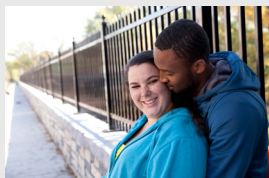
### i2i Flyer template



Branded and editable promotional flyer for recruiting Brand Ambassadors or promoting the i2i program.

[Team Up! for Dating Matters](#)

### Example social media posts



Suite of i2i shareable graphics and example language for social media posts from the demonstration project.

[Team Up! for Dating Matters](#)